

**FOR:**  
**Cru @ The Annex**  
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**FROM:**  
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**CRU @ THE ANNEX OPENS AT NAPA'S OXBOW MARKET**  
*Vineyard 29's New Tasting Room for Cru Line of Wines*  
*Opens in Napa's Epicurean Center*

(Napa, Calif.) October 24 2016— Opening Fall 2016, Vineyard 29's new Cru @ the Annex tasting room joins the thriving Oxbow community of restaurants and retailers. The 1,800 square foot indoor and outdoor barn-inspired tasting space will offer Cru and Vineyard 29 Estate wines by the flight, glass and bottle. The interior emphasizes art with found vintage pieces juxtaposed against curated modern video art installations. A private room is available for members reserve tastings and private events.

**The Space**

Located at [Oxbow Public Market](#), Cru @ the Annex was designed by St. Helena designer [Erin Martin](#) and architect Doug Osborn. Fabricated of corrugated metal, the building was originally a auto repair shop and has retained the warehouse look and feel with concrete floors and 25 foot ceilings. Visitors are welcomed by an oversized mural lettered with "CA" on one outside wall. The "CA" is a play on word: Cru @ the Annex, California where the grapes are from, and "Chuck and Anne" of Vineyard 29.

Designed to look and feel like your (very chic) best friend's indoor/outdoor living room, organic colors and textures soothe and invite. The space is filled with pieces by some of Martin's favorite Napa artists, including text art by local painter Nick Cann, custom furnishings by Louise Mann, and sculptural and functional wood pieces by Evan Shively. The greater Napa Valley is reflected in a floor-to-ceiling, backlit map of Napa, created by industrial artist Brian Szykowny, which wraps around the main tasting space. Elements of Chuck's penchant for tech innovation is visible in a 9' x 6' video a wall displaying a rotating series of photographs, videos and computer animations.

The interior space offers a variety of seating arrangements, from casual sofas to table seating both inside and out to provide different spaces in which to taste and experience the wines.

**The Private Tasting Space**

Delineated by floor-to-ceiling mesh steel panels that can close for privacy or slide open for special events, the Private Tasting Space is customizable and can fit groups from 4 to 20. An illuminated map of the Napa Valley provides a warm incandescent glow visible at night through the large single pane windows of the space.

### **The Art**

A rotating digital installation curated by Pacific Union College instructor and former Discovery Channel producer Brittne Sigamoney will begin with nine works created by artists including local artist Nancy Willis, as well as Chris Leschinsky and Desmond Boyland. The selection of artworks has global and cultural themes, including Leschinsky's *Big Sur* and Boyland's *Cuba As Is*. Installations will rotate monthly, with plans to feature local art and worldwide artists, as well as hosting quarterly "meet the artist" events.

### **The Wines**

Vineyard 29 Cru and Estate wines will be offered in flights and as guided tastings.

Opening tasting experiences include:

#### **"THE ESSENTIALS"**

2014 CRU Sauvignon Blanc  
2014 CRU Pinot Noir  
2014 CRU Cabernet Sauvignon  
\$29

#### **"THE CABERNETS"**

2014 CRU Cabernet Sauvignon  
2012 AIDA Estate Cabernet Sauvignon  
2012 Vineyard 29 Estate Cabernet Sauvignon  
\$50

#### **"AIDA"**

2010 Aida Estate Cabernet Sauvignon  
2011 Aida Estate Cabernet Sauvignon  
2012 Aida Estate Cabernet Sauvignon  
\$75

#### **"V29"**

2010 Vineyard 29 Estate Cabernet Sauvignon  
2011 Vineyard 29 Estate Cabernet Sauvignon  
2012 Vineyard 29 Estate Cabernet Sauvignon  
\$75

### **About the Cru Family of Wines**

In addition to its estate vineyards, Vineyard 29 works with top growers throughout Napa Valley and Oregon's Willamette Valley to select the fruit for Vineyard 29's Cru family of wines. Vineyard 29 Director of Winemaking, Keith Emerson, works with these growers throughout the year and partners in all aspects of grape growing from pruning to shoot positioning to thinning to harvesting. Once harvested and at Vineyard 29, this stellar fruit follows the same vinification process as all the Estate wines in Vineyard 29's portfolio—

from meticulous optical scanner berry sorting to gentle processing in the state-of-the-art, gravity-flow winery, Cru exhibits the height of Vineyard 29s' quality at a more modest entry price.

The Cru portfolio of wines includes Sauvignon Blanc, Merlot and Cabernet Sauvignon from the Napa Valley and a Pinot Noir from the Willamette Valley.

**ABOUT CRU @ THE ANNEX**

Cru @ The Annex is located at 1046 McKinstry Street in Napa at the Oxbow Public Market. The tasting room is open seven days a week from 11am-7pm and by prior appointment and for drop in. For more information, to reserve a tasting or to book a private event, please contact 707.927.2409 or visit [www.cruattheannex.com](http://www.cruattheannex.com).

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FOR MORE INFORMATION, PLEASE CONTACT  
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